

WPBF 3970 RCA Boulevard Suite 7007 Palm Beach Gardens, FL 33410

Main: (561)694-2525 Billing: (407)389-7661

www.thewpbfchannel.com

Billing Address:

Targeted Platform Media Attention: Accounts Payable 1291 Hollywood Ave Annapolis, MD 21403

Send Payment To:

WPBF PO Box 26885 Lehigh Valley, PA 18002-6885

Invoice #	Invoice Date	Invoice Month	Invoice Period
			09/26/16 - 10/10/16

Property	Account Executive	Sales Office Sales Region
WPBF	Mica Hansen	HRP -Washingto National

Advertiser	Product	Estimate Number
Priorities USA Action	PRIORITIES USA ACTIO	4559

Flight Dates Order # Alt Order # 08222024

Billing Calendar Billing Type Cash

Special Handling

Accord Code Date Cash

Deal # Date Cash

Deal # Date Cash

Agency Code	750	760
Agency Ref	Advertiser Ref	

Spots/

Line Start Date End Date Description	Start/End Time	MTWTFSS	Length	Week	Rate	гуре		
1 10/04/16 10/07/16 THE CHEW Class of Time - Pre-emptible with notice	1P-2P	-TWTF	:30	4	\$375.00	NM		
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> 10/03/16 10/09/16 -TWTF	Spots/Week 4	<u>Rate</u> \$375.00		,				
Spots: # Ch Day Air Date Air Time Descri	ption	Start/End Time	<u>Lengt</u>	h Ad-ID			<u>Rate</u>	<u>Type</u>
1 WPBF Tu 10/04/16 1:14 PM THE C		1P-2P	:3	0 PRATV1631	Н		\$375.00	NM
2 WPBF W 10/05/16 1:36 PM THE 0	HEW	1P-2P	:3	0 PRATV1632	н		\$375.00	NM
3 WPBF F 10/07/16 1:00 PM THE C		1P-2P	:3	O PRATV1632	Н		\$375.00	NM
4 WPBF F 10/07/16 1:52 PM THE C SPOT ADDED DUE TO HURRICA	HEW	1P-2P	:3	0 PRATV1632	Н		\$375.00	NM
0.40/04/40 40/07/46 Dr. OT M.E. 10.110	102-112	-TWTF	:30	4	\$200.00	NM		

2 10/04/16 10/0 Class of Time - In	716 Dr. Oz M-F 10-11a mediately Pre-emptible without n	10a-11a otice	-TWTF	:30	4	\$200.00	NM ————		
Weeks: Start	Date End Date MTWTFSS	Spots/Week 4	<u>Rate</u> \$200.00						_
Spots: # Ch Da	Air Date Air Time Descrip	tion	Start/End Time	<u>Length</u> A	\d-ID			<u>Rate</u>	
	u 10/04/16 10:29 AM Dr. Oz I	И-F 10-11a	10a-11a	:30 P	RATV1631	.Н		\$200.00	
3 WPBF V	/ 10/05/16 10:19 AM Dr. Oz I	/I-F 10-11a	10a-11a	:30 P	RATV1632	!H		\$200.00	NM
4 WPBF 1	h 10/06/16 10:53 AM Dr. Oz I	√1-F 10-11a	10a-11a	:30 P	RATV1632	!H		\$200.00	NM
1 WPBF F	10/07/16 10:29 AM Dr. Oz i	И-F 10-11a	10a-11a	:30 P	RATV1632	!H		\$200.00	NM

3 10/04/16 10/07/16 ACCESS HOLLYWOOD 105-135a Class of Time - Immediately Pre-emptible without notice	-TWTF	:30 4	\$40.00	NM		
Weeks: Start Date 10/03/16 End Date 10/09/16 MTWTFSS 2 Spots/Week Spots/Week	<u>Rate</u> \$40.00					
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length Ad-ID			Rate 1	
1 WPBF Tu 10/04/16 2:04 AM ACCESS HOLLYWOOD	105-135a	:30 PRATV1632H				
4 WPBF W 10/05/16 1:15 AM ACCESS HOLLYWOOD	105-135a	:30 PRATV1631H			\$40.00	
3 WPBF Th 10/06/16 ACCESS HOLLYWOOD	105-135a	:00			\$40.00	NM
Credited 2 WPBF F 10/07/16 1:23 AM ACCESS HOLLYWOOD	105-135a	:30 PRATV1632H			\$40.00	NM

4 10/04/16	10/07/16	Tu-F WP	BF News 25 @	111-11:35PM	-TWTF	:30	4	\$775.00	NM	
Class of	Time - Pre-em	otible with no	tice							
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	<u>Rate</u>					

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearst.com/broadcasting/who-we-are

Send Payment To:
WPBF
PO Box 26885

WPBF PO Box 26885 Lehigh Valley, PA 18002-6885 | Invoice # | Invoice Date | Invoice Month | Invoice Period | 1473622-1 | 10/16/16 | October 2016 | 09/26/16 - 10/10/16

Advertiser	Product	Estimate Number
Priorities USA Action	PRIORITIES USA ACTIO	4559

www.thewpbfchannel.com

ww.thewpbfch		nd Date	Desc	ription	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
4 10/04/	16 10	/07/16	Tu-F	WPBF News 25		-TWTF	:30	4	\$775.00	NM	<u></u>
Class	of Time -	Pre-en	ptible wit	h notice					-		
		03/16	10/09/		4	\$775.00		U- A-I IID			Bata Tur
Spots: #	_	Day A		Air Time Descr		Start/End Time		<u>th Ad-ID</u> 30 PRATV1632H			<u>Rate Ty</u> \$775.00 N
, 3	WPBF		0/04/16		NPBF News 25 @ 11			30 PRATV1632H			\$775.00 N
2	WPBF		0/05/16		NPBF News 25 @ 11I NPBF News 25 @ 11I			0 PRATV1632H			\$775.00 N
1	WPBF WPBF		0/07/16 0/07/16		NPBF News 25 @ 11			30 PRATV1631H			\$775.00 N
	-	SPOT	ADDED D	UE TO HURRICA	ANE COVERAGE						
5 10/04/ Class	16 10 of Time -)/07/16 Pre-en		ny Kimmel th notice	1135P-1238A	-TWTF	:30	4	\$300.00	NM	
Weeks	: Sta	rt Date 03/16		ate MTWTFSS	Spots/Week 4	<u>Rate</u> \$300.00					
Spots: #		Day A	ir Date	Air Time Descr	<u>iption</u>	Start/End Time		th Ad-ID			Rate Tyr
1	WPBF	Tu 1	0/04/16	12:04 AM Jimm	y Kimmel	1135P-1238A		30 PRATV1631H			\$300.00 N
2	WPBF	W 1	0/05/16	11:50 PM Jimm	y Kimmel	1135P-1238A	•	30 PRATV1632H			\$300.00 N
3	WPBF	F 1	0/07/16	11:53 PM Jimm	•	1135P-1238A		30 PRATV1632H			\$300.00 N
4	WPBF	F 1	0/07/16 ADDED [12:34 AM Jimm	y Kimmel ANE COVERAGE	1135P-1238A	::	30 PRATV1632F			\$300.00 N
6 10/04/	/16 10	0/07/16	1230	1-1P Access Holly		-TWTF	:30	4	\$300.00	NM	
Weeks		rt Date		ate MTWTFSS	Spots/Week 4	<u>Rate</u> \$300.00					
Spots: #	Ch	03/16 Day <u>A</u>		Air Time Desci	•	Start/End Time	e Leno	th Ad-ID			Rate Ty
ομυιο. <u>#</u> 1	WPBF		0/04/16		1P Access Hollywood	1230-1p		30 PRATV1632H	I		\$300.00 N
3	WPBF		0/07/16		1P Access Hollywood	1230-1p	:	30 PRATV1631	l		\$300.00
4	WPBF	F 1	0/07/16	12:49 PM 1230-	1P Access Hollywood ANE COVERAGE	1230-1p	**	30 PRATV1632H	9		\$300.00
2	WPBF	F 1	0/07/16	12:55 PM 1230-	1P Access Hollywood ANE COVERAGE	1230-1p	:	30 PRATV1631	·		\$300.00 N
7 10/04		0/07/16	Nigh	tline	1238-107A	-TWTF	:30	4	\$150.00	NM	
Class Weeks	of Time	Pre-er			Spots/Week	Rate					
V V C C K		/03/16	10/09		4	\$150.00					
Spots: #	<u>Ch</u>	Day A	ir Date	Air Time Desc	ription	Start/End Time		th Ad-ID			Rate Ty
3	WPBF	Tu 1	0/04/16	12:51 AM Night	line	1238-107A		30 PRATV1632I			\$150.00
4	WPBF	W 1	0/05/16	12:49 AM Night		1238-107A		30 PRATV1632			\$150.00
1	WPBF		0/07/16	12:51 AM Night		1238-107A		30 PRATV1631			\$150.00 P
2	WPBF	F 1 SPOT	0/07/16 ADDED I	1:04 AM Night DUE TO HURRIC	line ANE COVERAGE	1238-107A		30 PRATV1631			\$150.00
8 10/04 Class	/16 1	0/07/16	WPI	BF News 25 @ Nith notice	oon 12pm-1230pm	-TWTF	:30	4	\$425.00	NM	
Week	s: <u>St</u>	art Date	End C	Date MTWTFSS	Spots/Week 4	<u>Rate</u> \$425.00			-		
Snoto: #		/03/16 Day 4	10/09 <u>Air Date</u>	Air Time Desc	•	Start/End Time	e Lend	th Ad-ID			Rate Ty
Spots: #	<u>Ch</u> WPBF		0/04/16		F News 25 @ Noon	12pm-1230pm		30 PRATV1632	н		\$425.00
2	WPBF		0/05/16		F News 25 @ Noon	12pm-1230pm		30 PRATV1632			\$425.00 I
	AAL DI		0/03/16		F News 25 @ Noon	12pm-1230pm		30 PRATV1632	ш		\$425.00 I

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearst.com/broadcasting/who-we-are

Send Payment To:



✓ WPBFPO Box 26885Lehigh Valley, PA 18002-6885

Invoice #	Invoice Date	Invoice Month	Invoice Period
1473622-1	10/16/16	October 2016	09/26/16 - 10/10/16

Advertiser	Product	Estimate Number
Priorities USA Action	PRIORITIES USA ACTIO	4559

VACABLIAN	thewn	hfcha	anne	con

www.thewpbfchan	nel.com						Cnoto/			
				Otanica d Time		Longth	Spots/ Week	Rate	Туре	
Line Start Dat	te End Date		cription	Start/End Time	MTWTFSS	Length				
8 10/04/16	10/07/16 Time - Pre-er	WPE	BF News 25 @ Noo	n 12pm-1230pm	-TWTF	:30	4	\$425.00	NM	
		ir Date	Air Time Descrip	otion	Start/End Time	Length	Ad-ID		-,-	Rate Type
1		0/07/16	12:32 PM WPBF		12pm-1230pm	:30) PRATV1632H	I		\$425.00 NM
	SPOT	ADDED [DUE TO HURRICA	NE COVERAGE						
9 10/04/16 Class of	10/07/16 Time - Imme	Eller	n e-emptible without i	4-5p notice	-TWTF	:30	4	\$425.00	NM	
Weeks:	Start Date 10/03/16		ate MTWTFSS	Spots/Week 4	Rate \$425.00					
Spots: # C		Air <u>Date</u>	Air Time Descrip	otion	Start/End Time	Length	Ad-ID			Rate Type
– –		0/04/16	4:41 PM Ellen		4-5p	:30) PRATV1632	1		\$425.00 NM
		0/05/16	4:31 PM Ellen		4-5p	:30) PRATV1632H	1		\$425.00 NM
3 V	VPBF Th	0/06/16	4:46 PM Ellen		4-5p	:30) PRATV1631	4		\$425.00 NM
1		0/07/16	4:29 PM Ellen		4-5p	:30) PRATV1632i	1		\$425.00 NM
10 10/04/16			BF News 25 5-6:00	arr5:00-6:00am	-TWTF	:30	4	\$225.00	NM	
Weeks:	Start Date	End C	ate MTWTFSS	Spots/Week 4	Rate \$225.00		<u> </u>			
Spots: # (10/03/16 Ch <u>Day</u> /	10/09 Air Date	Air Time Descrip	•	Start/End Time	Lenat	h Ad-ID			Rate Type
– –		10/04/16		News 25 5-6:00am	5:00-6:00am		0 PRATV1632	1		\$225.00 NM
		10/04/16		News 25 5-6:00am	5:00-6:00am		0 PRATV1631			\$225.00 NM
1		10/05/16		News 25 5-6:00am	5:00-6:00am	:3	0 PRATV1632	4		\$225.00 NM
		10/00/16		News 25 5-6:00am	5:00-6:00am	:3	0 PRATV1631	4		\$225.00 NM
					-TWTF	:30	4	\$825.00	NM	
11 10/04/16 Class of	10/07/16 Time - Pre-e	mptible w				.50		Ψ020.00		
Weeks:	Start Date 10/03/16	10/09		Spots/Week 4	<u>Rate</u> \$825.00					Bata Tania
Spots: # 9		Air Date	Air Time Descri		Start/End Time		h Ad-ID			Rate Type \$825.00 NM
3 \	NPBF Tu	10/04/16		News 25 @ 6:00PM	6-6:30PM		0 PRATV1632			\$825.00 NM \$825.00 NM
2 \	NPBF F	10/07/16	6:13 PM WPBF DUE TO HURRICA	News 25 @ 6:00PM	6-6:30PM	:3	0 PRATV1631	н		\$625.00 INIVI
4 \		10/07/16		News 25 @ 6:00PM	6-6:30PM	:3	0 PRATV1632	Н		\$825.00 NM
" '	SPOT	ADDED	DUE TO HURRICA	NE COVERAGE						
1_\	WPBF F	10/07/16	6:29 PM WPBF	News 25 @ 6:00PM	6-6:30PM	:3	0 PRATV1631	H 		\$825.00 NM
12 10/04/10 Class of	6 10/07/10 f Time - Pre-e		BF News 25 Mornin	ngs6-7AM	-TWTF	:30	4	\$650.00	NM	
Weeks:	Start Dat 10/03/16	e End l	Date MTWTFSS	Spots/Week 4	<u>Rate</u> \$650.00					
Spots: #		Air Date	Air Time Descri		Start/End Time	<u>Lengt</u>	h Ad-ID			Rate Type
; . – ,		10/04/16		News 25 Mornings	6-7AM	:3	0 PRATV1631	Н		\$650.00 NM
1		10/05/16		News 25 Mornings	6-7AM		0 PRATV1632			\$650.00 NM
1		10/06/16		News 25 Mornings	6-7AM		0 PRATV1632			\$650.00 NM
1		10/07/16	6:59 AM WPBF	News 25 Mornings	6-7AM	:3	0 PRATV1632	Н		\$650.00 NM
13 10/04/1	6 10/07/1 f Time - Pre-e		eel Of Fortune	7-7:30PM	-TWTF	:30	4	\$2,000.00	NM	
Weeks:	Start Dal			Spots/Week	Rate					
	10/03/16		9/16 -TWTF	4	\$2,000.00					Deta Ton-
Spots: #		Air Date	Air Time Descri		Start/End Time		th Ad-ID	••		<u>Rate Type</u> \$2,000.00 NM
3	WPBF Tu	10/04/16	7:13 PM Whee	l Of Fortune	7-7:30PM	:3	0 PRATV1631	н		φ∠,000.00 NM

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearst.com/broadcasting/who-we-are

Send Payment To:



| Invoice # | Invoice Date | Invoice Month | Invoice Period | 1473622-1 | 10/16/16 | October 2016 | 09/26/16 - 10/10/16

Advertiser	Product	Estimate Number
Priorities USA Action	PRIORITIES USA ACTIO	4559

www.thewpbfchannel.com

ne Start D	ate End D	ate Desc	cription	Start/End Time	MTWTFSS		pots/ /eek	Rate	Туре	
13 10/04/1 Class o		/16 Whe -emptible wi	el Of Fortune th notice	7-7:30PM	-TWTF	:30	4	\$2,000.00	NM	
Spots: #		Air Date	Air Time Descr	ption	Start/End Time	Length A	\d-ID			Rate Ty
	WPBF W	10/05/16	7:10 PM Whee		7-7:30PM	:30 P	RATV163	2н		\$2,000.00 N
1		10/06/16 dited	Whee	Of Fortune	7-7:30PM	:00				\$2,000.00 1
4	WPBF F	10/07/16	7:17 PM Whee	Of Fortune	7-7:30PM	:30 P	RATV163	2н		\$2,000.00 N
14 10/04/1 Class of	16 10/07 of Time - Pre	/16 Good	d Morning Americath notice	a 7-9AM	-TWTF	:30	4	\$750.00	NM	
Weeks:	: Start D			Spots/Week 4	<u>Rate</u> \$750.00					
Spots: #		Air Date	Air Time Descr	iption	Start/End Time	Length A	\d-1D			<u>Rate</u> <u>Ty</u>
		10/04/16		Morning America	7-9AM	:30 F	RATV163	2н		\$750.00
2		10/05/16		Morning America	7-9AM	:30 F	RATV163	1н		\$750.00
4	WPBF TI	10/06/16		Morning America	7-9AM	:30 F	RATV163	1н		\$750.00
3	WPBF F	10/07/16		Morning America	7-9AM	:30 F	RATV163	2н		\$750.00
15 10/04/ Class of	16 10/07 of Time - Pre	/16 Jeop e-emptible wi	pardy th notice	7:30-8PM	-TWTF	:30	4	\$2,200.00	NM	
Weeks:		ate End D	ate MTWTFSS	Spots/Week 4	Rate \$2,200.00	-				
Spots: #		Air Date	Air Time Descr	iption	Start/End Time	Length A	Ad-ID			Rate Ty
2		10/04/16	7:58 PM Jeopa	rdy	7:30-8PM	:30 PRATV1632H			\$2,200.00	
1	WPBF W	10/05/16	7:42 PM Jeopa	rdy	7:30-8PM	:30 PRATV1632H			\$2,200.00 I	
3		n 10/06/16 dited	Jeopa	ardy	7:30-8PM	:00				\$ 2,200.00 1
4	WPBF F	10/07/16	7:42 PM Jeopa	rdy	7:30-8PM	:30 F	PRATV163	2н		\$2,200.00
16 10/04/ Class	16 10/07 of Time - Im	/16 WPI	BF NEWS AT 9:00 e-emptible withou	OANTu-F 9A-10A notice	-TWTF	:30	4	\$250.00	NM	
Weeks	: <u>Start [</u> 10/03/			Spots/Week 4	<u>Rate</u> \$250.00					
Spots: #	Ch Da	Air Date	Air Time Descr	<u>iption</u>	Start/End Time	Length /				Rate Ty
1	WPBF T	J 10/04/16	9:52 AM WPB	NEWS AT 9:00AM	Tu-F 9A-10A	:30 ।	PRATV163	2н		\$250.00
	WPBF И	/ 10/05/16 edited	WPB	F NEWS AT 9:00AM	Tu-F 9A-10A	:00				\$250.00
2	Cre					:30 PRATV1632H			\$250.00	
2			9:19 AM WPB	F NEWS AT 9:00AM	Tu-F 9A-10A	:30 (SKY I ATO	:30 PRATV1631H		V
•		h 10/06/16		F NEWS AT 9:00AM F NEWS AT 9:00AM	Tu-F 9A-10A Tu-F 9A-10A					\$250.00
2 4 3	WPBF T	10/06/16 10/07/16	9:00 AM WPB						NM	•
2 4 3	WPBF T WPBF F /16 10/07 of Time - Pr	n 10/06/16 10/07/16 7/16 20/2 e-emptible w	9:00 AM WPB 20 ith notice Date MTWTFSS	NEWS AT 9:00AM	Tu-F 9A-10A	:30	PRATV163	1н	NM	•
2 4 3 17 10/07/ Class Weeks	WPBF T WPBF F 116 10/07 of Time - Pr 3: Start I 10/03/	n 10/06/16 10/07/16 7/16 20/2 e-emptible w Date End E 16 10/09	9:00 AM WPB 20 ith notice Date MTWTFSS 1/161	10-11PM Spots/Week 1	Tu-F 9A-10A1 Rate	:30	PRATV163	1н	NM	•
2 4 3 17 10/07/ Class Weeks	WPBF T WPBF F 116 10/07 of Time - Pr 3: Start I 10/03/ Ch Da	n 10/06/16 10/07/16 7/16 20/2 e-emptible w	9:00 AM WPB 20 ith notice Date MTWTFSS	10-11PM Spots/Week 1 ription	Tu-F 9A-10A1 Rate \$2,000.00	:30 :30	PRATV163	\$2,000.00	NM	\$250.00
2 4 3 17 10/07/ Class Weeks Spots: # 1	WPBF T WPBF F 16 10/07 of Time - Pr 5: Start I 10/03/ Ch Da WPBF F	n 10/06/16 10/07/16 7/16 20/2 e-emptible w Date End I 16 10/09 y Air Date 10/07/16	9:00 AM WPB 20 ith notice Date MTWTFSS 1/161 Air Time Desc 10:44 PM 20/20	10-11PM Spots/Week 1 ription 8-10p	Tu-F 9A-10A1 Rate \$2,000.00 Start/End Time	:30 :30	1 Ad-ID	\$2,000.00	NM	\$250.00 Rate T
2 4 3 17 10/07/ Class Weeks Spots: # 1	WPBF T WPBF F 116 10/07 of Time - Pr 3: Start I 10/03/ Ch Da WPBF F 116 10/10 of Time - Im 3: Start I	n 10/06/16 10/07/16 20/2 e-emptible w Date End E 16 10/09 y Air Date 10/07/16 D/16 DW mediately Pr	9:00 AM WPB 20 ith notice Date MTWTFSS 7161 Air Time Desc 10:44 PM 20/20 TS re-emptible withou	10-11PM Spots/Week 1 ription 8-10p	Tu-F 9A-10A1 Rate \$2,000.00 Start/End Time 10-11PM	:30 :30 <u>Length</u> :30	1 Ad-ID PRATV163	\$2,000.00		\$250.00 Rate T
2 4 3 17 10/07/ Class Weeks Spots: # 1 18 10/10/ Class Weeks	WPBF T WPBF F 116 10/07 of Time - Pr 3: Start I 10/03/ Ch Da WPBF F 116 10/10 of Time - Im 3: Start I 10/10/	n 10/06/16 10/07/16 20/2 e-emptible w Date End E 16 10/09 y Air Date 10/07/16 DW mediately Pr Date End E 16 10/16	9:00 AM WPB 20 ith notice Date MTWTFSS 1/161 Air Time Desc 10:44 PM 20/20 TS re-emptible without Date MTWTFSS 1/16 1	10-11PM Spots/Week 1 ription 8-10p t notice Spots/Week 1	Tu-F 9A-10A1 Rate \$2,000.00 Start/End Time 10-11PM 1 Rate	:30 :30 <u>Length</u> :30	1 Ad-ID PRATV163	\$2,000.00		\$250.00 Rate T
2 4 3 17 10/07/ Class Weeks Spots: # 1 18 10/10/ Class	WPBF T WPBF F 116 10/07 of Time - Pr 3: Start I 10/03/ Ch Da WPBF F 116 10/10 of Time - Im 3: Start I 10/10/ Ch Da	n 10/06/16 10/07/16 20/2 e-emptible w Date End E 16 10/09 y Air Date 10/07/16 D/16 DW mediately Pr	9:00 AM WPB 20 ith notice Date MTWTFSS 7161 Air Time Desc 10:44 PM 20/20 TS re-emptible withou	10-11PM Spots/Week 1 ription 8-10p t notice Spots/Week 1 ription	Tu-F 9A-10A1 Rate \$2,000.00 Start/End Time 10-11PM 1 Rate \$2,600.00	:30	1 Ad-ID PRATV163	\$2,000.00 \$1H \$2,600.00		\$250.00 <u>Rate</u> Ty \$2,000.00

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearst.com/broadcasting/who-we-are



PO Box 26885 Lehigh Valley, PA 18002-6885

	A PERMIT		
Invoice #	Invoice Date	Invoice Month	Invoice Period
1473622-1		October 2016	09/26/16 - 10/10/16

Advertiser	Product	Estimate Number
Priorities USA Action	PRIORITIES USA ACTIO	4559

ine S	Start Da	te En	d Date	Descr	iption	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
C	Class of			nptible with								
V	Veeks:		t <u>Date</u> 03/16	End Da 10/09/1		Spots/Week 2	<u>Rate</u> \$115.00					
Spots	. # (ir Date	Air Time Desc		Start/End Time	Lengt	h Ad-ID			Rate Type
Shors		VPBF		0/08/16			VKND I1235xm-135xm) PRATV1632H			\$115.00 NN
	-	NPBF		0/08/16			VKND 11235xm-135xm		0 PRATV1631H			\$115.00 NN
						Sat 5-6am	2-	:30	2	\$150.00	NM	<u> </u>
	10/08/16 Class of		/08/16 Pre-er	-Sat 5 nptible with	-6am News n notice	Sat 5-barn		.50		—		
	Veeks:	Sta	rt Date	End Da	te MTWTFSS	Spots/Week	Rate					
			03/16	10/09/1		2	\$150.00	Longi	h Ad-ID			Rate Type
Spots				<u> </u>	Air Time Desc		Start/End Time Sat 5-6am		<u>II AU-ID</u> () PRATV1631H	1		\$150.00 NM
		NPBF		0/08/16	5:26 AM Sat 5		Sat 5-6am		0 PRATV1631H			\$150.00 NM
	1 \	NPBF	Sa 1	0/08/16	5:46 AM Sat 5	-bam News	Sat 5-balli					
22 1	10/08/16 Class of	5 10 Time -	/08/16 Imme		-7am News -emptible withou	Sat 6-7am t notice	2-	:30	2 	\$250.00	NM ———	
V	Veeks:			End Da	ate MTWTFSS	Spots/Week 2	<u>Rate</u> \$250.00					
Casta	. 44 (03/16	10/09/1 Air <u>Date</u>	Air Time Desc		Start/End Time	Lengt	h Ad-ID			Rate Typ
Spots		<u>Ch</u> NPBF		0/08/16	6:28 AM Sat 6		Sat 6-7am		 0	i		\$250.00 NI
	_	NPBF		0/08/16	6:55 AM Sat 6		Sat 6-7am	:3	0 PRATV1632H	I		\$250.00 NI
								- 00		£40E.00	NINA	
24 1	10/08/16 Class of	6 10 f Time -	/08/16 Imme	GMA diately Pre	Saturday 7-8am -emptible withou	n Sat 7am-8am it notice	2-	:30		\$425.00	NM 	
V	Veeks:		rt Date 03/16	End Da 10/09/1		Spots/Week 2	<u>Rate</u> \$425.00					
Spots	s: #	Ch .	Day A	Air Date	Air Time Desc	ription	Start/End Time		h Ad-ID			Rate Typ
·	1 1	WPBF	Sa 1	10/08/16	7:27 AM GMA	Saturday 7-8am	Sat 7am-8am		0 PRATV1631			\$425.00 N
	2	WPBF	Sa_1	10/08/16	7:58 AM GMA	Saturday 7-8am	Sat 7am-8am	:3	0 PRATV1632	1		\$425.00 N
25	10/08/1 Class o	6 10 f Time -)/08/16 Imme	Sat J	eopardy -emptible withou	Sat 7:30-8PM ut notice	1-	:30	1	\$675.00	NM	
	Veeks:	Sta	rt Date		ate MTWTFSS		<u>Rate</u> \$675.00					
Spots	s· #			Air Date	Air Time Desc	ription	Start/End Time	<u>Leng</u>	th Ad-ID			Rate Typ
Opou	_			10/08/16	7:41 PM Sat .	leopardy	Sat 7:30-8PM	_ ::	0 PRATV1632	1		\$675.00 N
	10/08/1	6 10	0/08/16		3-9am News	Sat 8-9am	2-	:30	2	\$375.00	NM	
26		Sta	rt Date	e End D	ate MTWTFSS	Spots/Week	Rate					
	Veeks:	40	102140	10/00/	167-	2	\$375.00					
\	Neeks:	10/	03/16 Day	10/09/	162-	2	\$375.00 Start/End Time	e Lena	th Ad-ID			Rate Tyr
	Neeks: s: #	10/ <u>Ch</u>	Day !	10/09/ [.] <u>Air Date</u>	162- Air Time Desc	2 cription	\$375.00 <u>Start/End Time</u> Sat 8-9am		<u>th Ad-ID</u> 30 PRATV1632	н		<u>Rate</u> <u>Tyr</u> \$375.00 N
\	Neeks: s: # 1	10/ <u>Ch</u> WPBF	<u>Day</u> Sa	10/09/ ⁻ <u>Air Date</u> 10/08/16	162- Air Time Desc 8:14 AM Sat 8	2 cription 3-9am News	Start/End Time Sat 8-9am	:				\$375.00 N
\	Neeks: s: <u>#</u> 1	10/ <u>Ch</u> WPBF WPBF	Day Sa Sa	10/09/ Air Date 10/08/16 10/08/16	162- <u>Air Time Desc</u> 8:14 AM Sat 8 8:55 AM Sat 8	2 cription 3-9am News 3-9am News	Start/End Time Sat 8-9am Sat 8-9am	:	30 PRATV1632 30 PRATV1631	н	A I B A	\$375.00 N
Spots	Neeks: s: # 1 2	10/ Ch WPBF WPBF	Day Sa Sa D/09/16	10/09/ Air Date 10/08/16 10/08/16 Sun ediately Pre	Air Time Desc 8:14 AM Sat 8 8:55 AM Sat 8 11:35pm Late Ne-emptible witho	2 3-9am News 3-9am News ews 1135p-12am ut notice	Start/End Time Sat 8-9am Sat 8-9am	:	30 PRATV1632		NM	\$375.00 N
Spot:	Neeks: s: # 1 2	10/ Ch WPBF WPBF 6 10 of Time	Day Sa Sa 0/09/16 Imme	10/09/ Air Date 10/08/16 10/08/16 6 Sun ediately Pre e End Di	Air Time Desc 8:14 AM Sat 8 8:55 AM Sat 8 11:35pm Late Ne-emptible without the MTWTFSS	2 2-ription 3-9am News 3-9am News ews 1135p-12am ut notice Spots/Week	Start/End Time Sat 8-9am Sat 8-9am1 Rate	:	30 PRATV1632 30 PRATV1631	н	NM	\$375.00 N
Spots 27	Neeks: s: # 1 2 10/09/1 Class o	10/ Ch WPBF WPBF 6 10 of Time -	Day Sa Sa D/09/16 Imme art Dat /03/16	10/09/ Air Date 10/08/16 10/08/16 6 Sun ediately Pre e End Di 10/09/	Air Time Desc 8:14 AM Sat 8 8:55 AM Sat 8 11:35pm Late Ne-emptible witho ate MTWTFSS	2 3-9am News 3-9am News ews 1135p-12am ut notice Spots/Week 1	Start/End Time Sat 8-9am Sat 8-9am1 Rate \$350.00	:30	30 PRATV1632 30 PRATV1631 1	н	NM	\$375.00 N \$375.00 N
Spots 27	Neeks: s: # 1 2 10/09/1 Class c Weeks: s: #	10/ Ch WPBF WPBF 6 10 of Time	Day Sa Sa D/09/16 Imme art Dat /03/16 Day	10/09/ Air Date 10/08/16 10/08/16 6 Sun ediately Pre e End Di	Air Time Desc 8:14 AM Sat 8 8:55 AM Sat 8 11:35pm Late N e-emptible witho ate MTWTFSS 161 Air Time Desc	2 3-9am News 3-9am News ews 1135p-12am ut notice Spots/Week 1	Start/End Time Sat 8-9am Sat 8-9am1 Rate	:: :30 e <u>Leng</u>	30 PRATV1632 30 PRATV1631	\$350.00	NM	\$375.00 N

MTWTFSS

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearst.com/broadcasting/who-we-are

Send Payment To:
WPBF
PO Box 26885
Lehigh Valley,

WPBF PO Box 26885 Lehigh Valley, PA 18002-6885 | Invoice # | Invoice Date | Invoice Month | Invoice Period | 1473622-1 | 10/16/16 | October 2016 | 09/26/16 - 10/10/16

Advertiser Product Estimate Number
Priorities USA Action PRIORITIES USA ACTIO 4559

ww.thewpbfchannel.com						Spots/			
ine Start Date End	Date Descr	iption	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
28 10/09/16 10/0 Class of Time - P		-6am News	Sun 5-6am	2	:30	2	\$125.00	NM	
	Date End Da	ite	Spots/Week 2	<u>Rate</u> \$125.00			•		
	Air Date	Air Time Descri		Start/End Time Sun 5-6am		<u>h Ad-ID</u> 0 pratv1632	'H		Rate Type \$125.00 NM
	Su 10/09/16 Su 10/09/16	5:14 AM Sun 5- 5:45 AM Sun 5-		Sun 5-6am		0 PRATV1632			\$125.00 NM
29 10/09/16 10/0 Class of Time - Ir	9/16 Sun 6	ipm News -emptible without	6-630p notice	1	:30	1	\$400.00	NM	
	Date End Da	ate MTWTFSS	Spots/Week 1	<u>Rate</u> \$400.00					
	ay <u>Air Date</u> Su 10/09/16	Air Time Descri		Start/End Time 6-630p		h <u>Ad-ID</u> 0 PRATV1631	LH		Rate Type \$400.00 NN
30 10/09/16 10/0 Class of Time - Ir		6-7am News -emptible without	Sun 6-7am notice	2	:30	2	\$200.00	NM	
	Date End Da	ate MTWTFSS	Spots/Week 2	<u>Rate</u> \$200.00					
Spots: # Ch D	ay Air Date	Air Time Descri		Start/End Time		h Ad-ID			Rate Type
	Su 10/09/16	6:09 AM Sun 6- 6:25 AM Sun 6-		Sun 6-7am Sun 6-7am		O PRATV1631 O PRATV1632			\$200.00 NM \$200.00 NM
	Su 10/09/16							NINA	
Class of Time - I	nmediately Pre			2 2	:30	2	\$425.00	NM ———	
Weeks: <u>Start</u> 10/03	Date End Da 3/16 10/09/1		Spots/Week 2	<u>Rate</u> \$425.00					
Spots: # Ch D	ay Air Date	Air Time Descri	-	Start/End Time		h Ad-ID	· · ·		Rate Type
	Su 10/09/16	7:00 AM GMA	•	Sun 7-8am Sun 7-8am		0 PRATV1632 0 PRATV1632			\$425.00 NM \$425.00 NM
1 WPBF	Su 10/09/16	7:29 AM GMA							V-120:00 141
Class of Time - F	re-emptible wit		Sun 8-9am	2 2	:30		\$375.00	NM ———	
Weeks: Start	Date End Da 3/16 10/09/		Spots/Week 2	<u>Rate</u> \$375.00					
	ay Air Date	Air Time Descr		Start/End Time		h Ad-ID	•		Rate Type
	Su 10/09/16	8:25 AM Sun 8		Sun 8-9am Sun 8-9am		0 PRATV163 0 PRATV163			\$375.00 NN \$375.00 NN
2 WPBF	Su_10/09/16	8:58 AM Sun 8							Ψ373.00 141
Class of Time - I	nmediately Pre	Upon a Time emptible without	8-9PM notice	1	:30	1	\$1,500.00	NM ———	
Weeks: Start 10/0			Spots/Week 1	<u>Rate</u> \$1,500.00					
	ay Air Date	Air Time Descr	<u>iption</u>	Start/End Time	Leng	th Ad-ID			Rate Typ
1 WPBF	Su 10/09/16	8:42 PM Once	Upon a Time	8-9PM	:3	0 PRATV163	2H		\$1,500.00 N
34 10/06/16 10/ Class of Time - I	06/16 Grey nmediately Pre	's Anatomy e-emptible without		1	:30	1	\$1,600.00	NM	
Weeks: <u>Star</u> 10/0	Date End D: 10/09/		Spots/Week 1	<u>Rate</u> \$1,600.00					
	ay Air Date	Air Time Descr	iption	Start/End Time	Leng	th Ad-ID			Rate Typ
1 WPBF	Th 10/06/16 redited	Grey's	s Anatomy	8-9PM	.:	00			\$1,600.00 NI
35 10/10/16 10/	10/16 THE Pre-emptible wit	CHEW th notice	1P-2P	1	:30	1	\$375.00	NM	

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearst.com/broadcasting/who-we-are

Send Payment To:

WPBF

WPBF PO Box 26885 Lehigh Valley, PA 18002-6885
 Invoice #
 Invoice Date
 Invoice Month
 Invoice Period

 1473622-1
 10/16/16
 October 2016
 09/26/16 - 10/10/16

Advertiser	Product	Estimate Number
Priorities USA A	etion PRIORITIES USA ACTIO	4559

www.thewpbfchannel.com

ww.thewpbfchannel.com		Spots/			
ine Start Date End Date Description Start/End Time	MTWTFSS	Length Week	Rate	Туре	
35 10/10/16 10/10/16 THE CHEW 1P-2P Class of Time - Pre-emptible with notice	1	:30 1	\$375.00	NM	
Weeks: Start Date End Date MTWTFSS Spots/Week 10/10/16 10/16/16 1 1	<u>Rate</u> \$375.00				
Spots: # Ch Day Air Date Air Time Description 1 WPBF M 10/10/16 1:32 PM THE CHEW	Start/End Time 1P-2P	Length Ad-ID :30 PRATV1632H			Rate Type \$375.00 NM
36 10/10/16 10/10/16 Dr. Oz M-F 10-11a 10a-11a Class of Time - Immediately Pre-emptible without notice	1	:30 1	\$200.00	NM	
Weeks: Start Date End Date MTWTFSS Spots/Week 10/10/16 10/16/16 1 1	<u>Rate</u> \$200.00				
Spots: # Ch Day Air Date Air Time Description 1 WPBF M 10/10/16 10:30 AM Dr. Oz M-F 10-11a	Start/End Time 10a-11a	Length Ad-ID :30 PRATV1632H			<u>Rate Type</u> \$200.00 NM
37 10/10/16 10/10/16 ACCESS HOLLYWOOD 105-135a Class of Time - Immediately Pre-emptible without notice	1	:30 1	\$40.00	NM	
Weeks: Start Date End Date MTWTFSS Spots/Week 10/10/16 10/16/16 1 1	<u>Rate</u> \$40.00				
Spots: # Ch Day Air Date Air Time Description 1 WPBF M 10/10/16 1:24 AM ACCESS HOLLYWOOD	Start/End Time 105-135a	Length Ad-ID :30 PRATV1632H			<u>Rate</u> <u>Type</u> \$40.00 NM
38 10/10/16 10/10/16 M WPBF News 25 @ 11F11-11:35PM Class of Time - Pre-emptible with notice	1	:30 1	\$775.00	NM	
Weeks: <u>Start Date End Date MTWTFSS</u> <u>Spots/Week</u> 10/10/16 10/16/16 1 1	<u>Rate</u> \$775.00				
Spots: # Ch Day Air Date Air Time Description 1 WPBF M 10/10/16 11:12 PM M WPBF News 25 @ 11PM	Start/End Time 11-11:35PM	Length Ad-ID :30 PRATV1632H			<u>Rate Type</u> \$775.00 NM
39 10/10/16 10/10/16 Jimmy Kimmel 1135P-1238A Class of Time - Pre-emptible with notice	1	:30 1	\$300.00	NM	
Weeks: Start Date End Date MTWTFSS Spots/Week 10/10/16 10/16/16 1 1	<u>Rate</u> \$300.00				
Spots: # Ch Day Air Date Air Time Description 1 WPBF M 10/10/16 12:00 AM Jimmy Kimmel	Start/End Time 1135P-1238A	Length Ad-ID :30 PRATV1631H			<u>Rate Type</u> \$300.00 NM
40 10/10/16 10/10/16 1230-1P Access Hollywoc1230-1p Class of Time - Pre-emptible with notice	1	:30 1	\$300.00	NM	
Weeks: Start Date End Date MTWTFSS Spots/Week 10/10/16 10/16/16 1 1	<u>Rate</u> \$300.00				
Spots: # Ch Day Air Date Air Time Description 1 WPBF M 10/10/16 12:46 PM 1230-1P Access Hollywood	Start/End Time 1230-1p	Length Ad-ID :30 PRATV1632H		<u>.</u>	<u>Rate Type</u> \$300.00 NM
41 10/10/16 10/10/16 Nightline 1238-107A Class of Time - Pre-emptible with notice	1	:30 1	\$150.00	NM	
Weeks: Start Date End Date MTWTFSS Spots/Week 10/10/16 10/16/16 1 1	<u>Rate</u> \$150.00				
Spots: # Ch Day Air Date Air Time Description 1 WPBF M 10/10/16 12:39 AM Nightline	Start/End Time 1238-107A	Length Ad-ID :30 PRATV1632H			Rate Type \$150.00 NM
42 10/10/16 10/10/16 WPBF News 25 @ Noon 12pm-1230pm Class of Time - Pre-emptible with notice	1	:30 1	\$425.00	NM	
Weeks: Start Date End Date MTWTFSS Spots/Week 10/10/16 10/16/16 1 1	Rate \$425.00				
Spots: # Ch Day Air Date Air Time Description 1 WPBF M 10/10/16 12:29 PM WPBF News 25 @ Noon	Start/End Time 12pm-1230pm				Rate Type \$425.00 NM

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearst.com/broadcasting/who-we-are

WEBE

Send Payment To:
WPBF
PO Box 26885
Lehigh Valley, PA 18002-6885

| Invoice # | Invoice Date | Invoice Month | Invoice Period | 1473622-1 | 10/16/16 | October 2016 | 09/26/16 - 10/10/16

Advertiser Priorities USA Action PRIORITIES USA ACTIO Estimate Number 4559

www.thewpbfchannel.com

www.thewpbfchannel.com		Spo	nte/			
Line Start Date End Date Description Start/End Time	MTWTFSS	Length We		Rate	Туре	
43 10/10/16 10/10/16 Ellen 4-5p Class of Time - Immediately Pre-emptible without notice	1	:30	1	\$425.00	NM	
Weeks: Start Date End Date MTWTFSS Spots/Week	<u>Rate</u> \$425.00					4
10/10/16	Start/End Time 4-5p	Length Ad:	- <u>ID</u> ATV1631H			<u>Rate Type</u> \$425.00 NM
44 10/10/16 10/10/16 WPBF News 25 5-6:00am 5:00-6:00am Class of Time - Pre-emptible with notice	1	:30	1	\$225.00	NM	
Weeks: Start Date 10/10/16 End Date 10/16/16 MTWTFSS 10/16/16 Spots/Week 10/10/16	Rate \$225.00	**			<u>.</u>	
Spots: # Ch Day Air Date Air Time Description 1 WPBF M 10/10/16 5:38 AM WPBF News 25 5-6:00am	Start/End Time 5:00-6:00am	Length Ad:	<u>-ID</u> ATV1632H			<u>Rate Type</u> \$225.00 NM
45 10/10/16 10/10/16 WPBF News 25 @ 6:00Pl6-6:30PM Class of Time - Pre-emptible with notice	1	:30	1	\$825.00	NM	
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> 10/10/16 10/16/16 1 1	<u>Rate</u> \$825.00					
Spots: # Ch Day Air Date Air Time Description 1 WPBF M 10/10/16 6:23 PM WPBF News 25 @ 6:00PM	Start/End Time 6-6:30PM	Length Ad :30 PR/	<u>-ID</u> ATV1632H			<u>Rate Type</u> \$825.00 NM
46 10/10/16 10/10/16 WPBF News 25 Mornings6-7AM Class of Time - Pre-emptible with notice	1	:30	1	\$650.00	NM	
Weeks: Start Date End Date MTWTFSS Spots/Week 10/10/16 10/16/16 1 1	Rate \$650.00	·				
Spots: # Ch Day Air Date Air Time Description 1 WPBF M 10/10/16 6:13 AM WPBF News 25 Mornings	Start/End Time 6-7AM		<u>-ID</u> ATV1632H			<u>Rate Type</u> \$650.00 NM
47 10/10/16 10/10/16 Wheel Of Fortune 7-7:30PM Class of Time - Pre-emptible with notice	1	:30	1 \$	2,000.00	NM	
Weeks: Start Date 10/10/16 End Date 10/16/16 MTWTFSS 1 1 Spots/Week 1	Rate \$2,000.00					
Spots: # Ch Day Air Date Air Time Description 1 WPBF M 10/10/16 7:12 PM Wheel Of Fortune	Start/End Time 7-7:30PM		I <u>-ID</u> ATV1632H			Rate <u>Type</u> \$2,000.00 NM
48 10/10/16 10/10/16 Good Morning America 7-9AM Class of Time - Pre-emptible with notice	1	:30	1	\$750.00	NM	
Weeks: Start Date 10/16/16 End Date 10/16/16 MTWTFSS 1 Spots/Week 1 1	Rate \$750.00	-		·-		
Spots: # Ch Day Air Date Air Time Description 1 WPBF M 10/10/16 8:59 AM Good Morning America	Start/End Time 7-9AM		<u>i-ID</u> ATV1631H			<u>Rate Type</u> \$750.00 NM
49 10/10/16 10/10/16 Jeopardy 7:30-8PM Class of Time - Pre-emptible with notice	1	:30	1 \$	2,200.00	NM	
Weeks: Start Date 10/16/16 End Date 10/16/16 MTWTFSS 1 Spots/Week 1 1	Rate \$2,200.00					
Spots: # Ch Day Air Date Air Time Description 1 WPBF M 10/10/16 7:53 PM Jeopardy	Start/End Time 7:30-8PM		<u>J-ID</u> ATV1631H			Rate Type \$2,200.00 NM
50 10/10/16 10/10/16 WPBF NEWS AT 9:00AVM 9A-10A Class of Time - Immediately Pre-emptible without notice	1	:30	1	\$250.00	NM	
Weeks: Start Date 10/16/16 End Date 10/16/16 MTWTFSS 1 Spots/Week 1 1	Rate \$250.00					
Spots: # Ch Day Air Date Air Time Description 1 WPBF M 10/10/16 9:33 AM WPBF NEWS AT 9:00AM	Start/End Time M 9A-10A		<u>d-ID</u> ATV1632H			<u>Rate Type</u> \$250.00 NM

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearst.com/broadcasting/who-we-are

\$49,567.75

NVOICE

WESE

Send Payment To:

WPBF
PO Box 26885
Lehigh Valley, PA 18002-6885

Invoice #	Invoice Date	Invoice Month	Invoice Period
1473622-1		October 2016	09/26/16 - 10/10/16
1	· · · · · · · · · · · · · · · · · · ·		

Advertiser Pro	duct	Estimate Number
7 ta voi tiooi	<u>uuct</u> (5	_Stifflate Harriber
Priorities USA Action PRI	ORITIES USA ACTIO	1559

Net Amount Due

	thewpl	Mehan	nal	com
www	.mewor	Jichan	II ICI.	wiii

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	<u> </u>
51	10/09/16 Class of Tir	10/09/16 ne - Immedia	AFHV ately Pre-emptible without	7-8PM notice	S	:30	1	\$950.00	NM	
Spo	Weeks:	Start Date 10/03/16 Day Air	End Date MTWTFSS 10/09/16 S Date Air Time Descr	Spots/Week 1 iption	Rate \$950.00 Start/End Time 7-8PM	::	th <u>Ad-ID</u> 30 PRATV1632	2H		<u>Rate</u> <u>Type</u> \$950.00 NM
— Pay	ment Te	erms 30	Days					Gross Tota	<u>.l</u>	\$58,315.00
							Agency	Commission	1	\$8,747.25